

Message Text

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INFO OCT-01 AF-08 NEA-10 ISO-00 EB-07 PA-02 PRS-01 USIA-15
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----- 116378 /61

P 132045Z DEC 76
FM SECSTATE WASHDC
TO AMEMBASSY ABU DHABI PRIORITY
AMCONSUL ALEXANDRIA PRIORITY
AMEMBASSY ALGIERS PRIORITY
USINT BAGHDAD PRIORITY
AMEMBASSY CAIRO PRIORITY
AMCONSUL CASABLANCA PRIORITY
AMEMBASSY DAMASCUS PRIORITY
AMCONSUL DHAHRAN PRIORITY
AMEMBASSY DOHA PRIORITY
AMEMBASSY JIDDA PRIORITY
AMEMBASSY KHARTOUM PRIORITY
AMEMBASSY KUWAIT PRIORITY
AMEMBASSY MANAMA PRIORITY
AMEMBASSY MUSCAT PRIORITY
AMCONSUL ORAN PRIORITY
AMEMBASSY RABAT PRIORITY
AMEMBASSY SANA PRIORITY
AMCONSUL TANGIER PRIORITY
AMEMBASSY TEHRAN PRIORITY
AMEMBASSY TRIPOLI PRIORITY
AMEMBASSY TUNIS PRIORITY
INFO AMEMBASSY AMMAN PRIORITY
AMEMBASSY BEIRUT PRIORITY
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E.O. 11652: N/A

TAGS: BEXP, XF, XI, OCLR

SUBJECT: PROPOSED MARINE EXPOSITION TO THE NEAR EAST

1. WORLD MARKETING SERVICES (WMS), AN ACTIVITY OF MR. GUY WILLETS OF WILLETS FILMS, INC., DETROIT, MICHIGAN, IS PLANNING SUBJECT EVENT FOR LAST HALF OF SEPTEMBER AND ALL OF OCTOBER 1977. WILLETS HAS ARRANGED TO CHARTER M.S. SOUTHWARD OF NORWEGIAN CARIBBEAN LINES (NCL), A NORWEGIAN FIRM WITH OFFICES IN MIAMI. SHIP WOULD FLY NORWEGIAN FLAG DURING SUBJECT EXPOSITION TRIP.

2. SUBJECT EVENT WOULD FEATURE PRODUCT DISPLAYS OF SOME ONE HUNDRED U.S. CAPITAL AND CONSUMER GOODS FIRMS ON

BOARD SHIP. DISPLAYS WOULD BE MANNED BY SENIOR EXECUTIVES, MARKETING EXPERTS, AND TECHNICAL ADVISERS OF FIRMS. EVENT WOULD BE COMBINATION BUSINESS AND PLEASURE TRIP FOR PARTICIPANTS, WHOSE WIVES WILL ACCOMPANY THEM.

3. TARGET AUDIENCE FOR SUBJECT EVENT WOULD BE PRINCES, SHEIKHS, MINISTERS, AND BUSINESS LEADERS IN COUNTRIES VISITED. GUESTS WOULD BE INVITED ABOARD SHIP TO VIEW EXHIBITS, DISCUSS BUSINESS DEALS, AND DINE WITH EXHIBITORS.

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IF SHIP CANNOT DOCK AT WHARF, LAUNCH WOULD TAKE VISITORS TO AND FROM.

4. PRELIMINARY PLAN LISTS VISITS TO ALEXANDRIA, JIDDA, MUSCAT, DUBAI, ABU DHABI, DHAHRAN, AND KUWAIT, SPENDING TWO OR THREE DAYS IN EACH PORT. ITINERARY COULD CHANGE, BASED ON POSTS' RESPONSES, BUT LIKELY WILL BE LIMITED TO EIGHT PORTS. FINAL ITINERARY ALSO LIKELY TO BE BASED ON SHIP'S ABILITY TO PURCHASE FRESH WATER AND FUEL FROM PORTS VISITED.

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5. WILLETS REPORTS TESTING SUBJECT PROPOSAL WITH EXECUTIVES OF SOME FIFTEEN FIRMS, INCLUDING WARNER LAMBERT, CESSNA, GENERAL MOTORS, IBM, AND INTERNATIONAL HARVESTER, CLEAR MAJORITY ARE ANXIOUS TO PARTICIPATE, HE ADVISES. HE EXPECTS FORTUNE 500 LIST WOULD BE WELL REPRESENTED IN EVENT. HAS ALSO DISCUSSED SUBJECT WITH MICHIGAN GOVERNOR MILLIKEN AND SENATOR GRIFFIN, BOTH OF WHOM WERE VERY AFFIRMATIVE, PER WILLETS. FOLLOWING RECEIPT OF POST

RESPONSES AND FURTHER DISCUSSIONS WITH NCL, WILLETS PLANS TO VISIT U.S. AMBASSADORS IN FINAL ITINERARY PORT COUNTRIES TO LAY GROUNDWORK FOR SUBJECT EVENT.

6. PER WILLETS, WMS WOULD NOT PARTICIPATE IN BUSINESS CONDUCTED BY EVENT PARTICIPANTS AND HAS NO FINANCIAL OR OTHER INTEREST IN SAME. WMS WOULD MERELY MAKE ARRANGEMENTS FOR SUBJECT EVENT AND CHARGE PARTICIPANTS AN APPROPRIATE FEE.

7. DEPENDING ON VIABILITY OF SUBJECT EVENT, USDOC WOULD CONSIDER AFFORDING OFFICIAL COGNIZANCE, E.G., TRADE MISSION STATUS.

8. WHILE PRELIMINARY ITINERARY HAS BEEN ESTABLISHED PER PARA FOUR, COMMENTS ON FEASIBILITY OF SUBJECT EVENT FROM ALL ACTION ADDRESSEE POSTS IS REQUESTED ASAP. WILLETS NEEDS TO CONFIRM FINAL ITINERARY WITH NCL FORTHWITH. PLEASE INCLUDE COMMENTS ON AVAILABILITY OF FRESH WATER AND FUEL FOR SHIP'S REPLENISHMENT, EXTENT OF ASSIS-

TANCE POST CAN PROVIDE, AND ANY FAMILIARITY WITH PREVIOUS SIMILAR EVENTS POST MAY HAVE. KISSINGER

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